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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/071,945	02/05/2002	Max Schireson	ORCL-2000-136-01	3623

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EXAMINER

CHEUNG, MARY DA ZHI WANG

ART UNIT PAPER NUMBER

3621

DATE MAILED: 09/17/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

Application No.

10/071,945

Applicant(s)

SCHIRESON, MAX

Examiner

Mary Cheung

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 05 February 2002.
- 2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-17 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-17 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 05 February 2002 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- ☒ Notice of References Cited (PTO-892)
- ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_
- ☐ Notice of Informal Patent Application (PTO-152)
- ☐ Other: \_\_\_\_\_

## **DETAILED ACTION**

### ***Status of the Claims***

1. This action is in response to the application filed on February 5, 2002. Claims 1-17 are pending.

### ***Claim Rejections - 35 USC § 103***

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-5, 7-12, 14-19 and 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bezo et al., U. S. Patent 6,029,141 in view of Dabney et al., U. S. Patent 6,643,663.

As to claims 1, 8 and 15, Bezo teaches a method, an apparatus, and a computer readable media having computer readable instructions for implementing an e-commerce storefront management user interface to enable efficient updating of the Web pages of the storefront, comprising (column 8 line 49 – column 9 line 21):

- a) Accessing a Web page out of a plurality of Web pages of an e-commerce Web site (column 8 line 49 – column 9 line 21);
- b) Submitting log in information to the Web site (Appendix A of column 16 – column 17);
- c) Selecting an item on the Web page to modify (column 8 line 49 – column 9 line 21);

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- d) Editing the item on the Web page (column 8 line 49 – column 9 line 21);
- e) Submitting the edited item to the Web site (column 8 line 49 – column 9 line 21);
- f) Receiving an updated version of the Web page to view (column 8 line 49 – column 9 line 21).

Bezo does not specifically teach verifying the edited item. However, Dabney teaches receiving an updated version of content and verify the edit item (column 5 lines 31-43). It would have been obvious to one of ordinary skill in the art at the time the invention was made to allow Bezo's teaching to include verifying the edited item as enunciated by Dabney for ensuring the quality of the edited item.

As to claims 2, 9 and 16, Bezo teaches logging into the Web site with an authentication to obtain privileges for modifying Web pages of the Web site (Appendix A of column 16 – column 17).

As to claims 3, 10 and 17, Bezo modified by Dabney teaches receiving updated version of the Web page to view and verify the edit item as discussed above. Bezo modified by Dabney does not specifically teach logging out the Web site prior to receiving the updated version of the Web page. It would have been obvious to one of ordinary skill in the art to allow the teaching of Bezo modified by Dabney to include the feature of logging out the Web site prior to receiving the updated version of the Web page for reducing the conflict between the modification and updating of the web content.

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As to claims 4, 11 and 18, Bezo teaches the steps a) through f) of claims 1, 8 and 15 are performed with a web browser on a client machine (column 8 line 49 – column 9 line 21 and Appendix A of column 16 – column 17).

As to claims 5, 12 and 19, Bezo modified by Dabney teaches viewing the updated version of the Web page using a web browser on a client machine to verify the appearance of the edited item as discussed above (see claims 1, 4, 8, 11, 15 and 18 above). Bezo modified by Dabney does not specifically teach the appearance being the same as the appearance to a standard user accessing the updated version of the Web page. It would have been obvious to one of ordinary skill in the art to allow Bezo modified by Dabney to include the feature of verifying the verifying the appearance of the edited item being the same as the appearance to a standard user accessing the updated version of the Web page for ensuring the quality of the edited item.

As to claims 7, 14 and 21, Bezo does not specifically teach generating workflow notification to request an approval of the updated version of the Web page, wherein the updated version of the Web page is not provided until the approval is obtained. However, this matter is taught by Dabney receiving the new edited content for approval and receiving a notification for the content being approved before dissemination (column 5 lines 31-43 and column 15 lines 26-54). It would have been obvious to one of ordinary skill in the art at the time the invention was made to allow Bezo's teaching to include the feature of generating workflow notification to request an approval of the updated version of the Web page, wherein the updated version of the Web page is not

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provided until the approval is obtained as taught by Dabney for ensuring the quality of the edited content.

4. Claims 6, 13 and 20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bezo et al., U. S. Patent 6,029,141 in view of Dabney et al., U. S. Patent 6,643,663 in further view of Immerman et al., U. S. Patent 6,785,721.

As to claims 6, 13 and 20, Bezo modified by Dabney teaches submitting log in information to Web page as discussed above. Bezo modified by Dabney does not specifically teach submitting a first log in information to obtain a first privilege level for editing the Web page and submitting a second log in information to obtain a second privilege level for editing the Web page, wherein the second privilege level is higher than the first privilege level for modifying a greater number of items of the Web page than the first privilege level. However, this matter is taught by Immerman as an access control list that specifies the level of access users and servers, and the administrator can specify an access level, access level privileges for each user name and server name (column 19 line 66 – column 20 line 21). It would have been obvious to one of ordinary skill in the art at the time the invention was made to allow the teaching of Bezo modified by Dabney to include multiple privilege levels of access for securely controlling the content of the Web page.

### ***Conclusion***

5. Examiner has pointed out particular references contained in the prior arts of record in the body of this action for the convenience of the applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific

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limitations within the individual claim, other passages and figures may apply as well. It is respectfully requested from the applicant, in preparing the response, to consider fully the entire references as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior arts or disclosed by the examiner.

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Huang (U. S. Patent 6,192,361) discloses full group privileges access system providing user access security protection for a telecommunication switching system.

Wittsche (U. S. Patent 6,556,975) discloses computer system and method for providing an on-line mall.

Bernardo et al. (U. S. Patent 6,684,369) discloses web site creator using templates.

Yoneda (JP 406131226A) discloses automatically update the user control file and file catalogue only by inputting parameters interactively.

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***Inquire***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Mary Cheung whose telephone number is (703)-305-0084. The examiner can normally be reached on Monday – Thursday from 10:00 AM to 7:30 PM. The examiner can also be reached on alternate Fridays.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Trammell, can be reached on (703) 305-9768.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-308-1113.

The fax phone number for the organization where this application or proceedings is assigned are as follows:

(703) 872-9306      (Official Communications; including After Final  
Communications labeled "BOX AF")

(703) 746-5619      (Draft Communications)

Hand delivered responses should be brought to Crystal Plaza Two, Room 1B03.

Mary Cheung  
Patent Examiner  
Art Unit 3621  
September 15, 2004

